

Migration subscriptionsbasierter Zeitschriften zu Open Access an Beispielen



Springer



BioMed Central
The Open Access Publisher

Stefan Busch, Publisher BioMed Central

Helmholtz Open Science Workshop 2014

■ ■ EDP Open survey reveals learned society attitudes towards Open Access - 27 May 2014

[EDP Open](#), the Open Access publishing arm of EDP Sciences, has released the results of a survey to appraise attitudes toward Open Access amongst learned society publishers. The survey was answered by 33 learned societies and the results were further supplemented by a focus group held at the annual UKSG meeting in Harrogate in April.

Key findings include learned societies overwhelmingly agree that Open Access will inevitably place some learned societies' journals into financial jeopardy; competing with large Open Access specialist publishers was also considered a significant challenge for learned societies; and Gold Open Access is the Open Access method that is least offered by learned society journals, however nearly two-thirds of learned societies indicated that they would like to be offering this option.

The other findings include more than ever before, with so many journals being published Open Access of dubious origin, learned societies should look to endorse content with a stamp of quality and authority; collaboration between learned societies could help in the transition to Open Access, by pooling resources and sharing complex tasks; and two-thirds of all learned societies are also looking for support on best approach to OA, and compliance with funder mandates.

Although the survey results reveal concerns amongst learned societies relating to their traditional activities and revenue streams, there was also enthusiasm for the potential of Open Access to increase dissemination of research information, particularly to poor and developing countries. Learned societies also felt there was a strong opportunity for increasing interdisciplinary access to research information and for the acceleration of research impact.

 [Forward This](#)

**More News in this
Category**

[Scientific publishing](#)

STORY TOOLS

 **SHARE**    

[Share On LinkedIn](#)

[Share On Facebook](#)

[Tweet This !](#)

☐ [Bookmark this](#)

■ ■ EDP Open survey reveals learned society attitudes towards Open Access - 27 May 2014

[EDP Open](#), the Open Access publishing arm of EDP Sciences, has released the results of a survey to appraise attitudes toward Open Access amongst learned society publishers. The survey was answered by 33 learned societies and the results were further supplemented by a focus group held at the annual UKSG meeting in Harrogate in April.

Key findings include learned societies overwhelmingly agree that Open Access will inevitably place some learned societies' journals into financial jeopardy; competing with large Open Access specialist publishers was also considered a significant challenge for learned societies; and Gold Open Access is the Open Access method that is least offered by learned society journals, however nearly two-thirds of learned societies indicated that they would like to be offering this option.

The other findings include more than ever before, with so many journals being published Open Access of dubious origin, learned societies should look to endorse content with a stamp of quality and authority; collaboration between learned societies could help in the transition to Open Access, by pooling resources and sharing complex tasks; and two-thirds of all learned societies are also looking for support on best approach to OA, and compliance with funder mandates.

Although the survey results reveal concerns amongst learned societies relating to their traditional activities and revenue streams, there was also enthusiasm for the potential of Open Access to increase dissemination of research information, particularly to poor and developing countries. Learned societies also felt there was a strong opportunity for increasing interdisciplinary access to research information and for the acceleration of research impact.

 [Forward This](#)

**More News in this
Category**

[Scientific publishing](#)

STORY TOOLS

 **SHARE**    ...

[Share On LinkedIn](#)

[Share On Facebook](#)

[Tweet This !](#)

☐ [Bookmark this](#)

Key findings of EDP Open survey

Key findings include learned societies overwhelmingly agree that Open Access will inevitably place some learned societies' journals into financial jeopardy; competing with large Open Access specialist publishers was also considered a significant challenge for learned societies; and Gold Open Access is the Open Access method that is least offered by learned society journals, however nearly two-thirds of learned societies indicated that they would like to be offering this option.

»It's the economy, stupid.«

Was also sind die finanziellen/ökonomischen Ausgangsszenarien?

„Matrix der Szenarien“

**Gesellschaft gegenwärtig ohne
Zeitschrift**

OA = Chance

**Gesellschaft mit Zeitschrift, die
finanziell keinen Gewinn bringt
oder sogar Kostenfaktor ist**

OA = Chance

**Gesellschaft mit Zeitschrift, die
finanziell für die Organisation
eine große Rolle spielt**

OA = Risiko

Was also sind die Optionen für Gesellschaften mit „cash cow journals“?

**(1) „Hybridisierung“ der bestehenden Zeitschriften
(OA als Option für individuelle Artikel)**

**(2) Gründung zusätzlicher OA Zeitschrift
(„companion journal“)**

(3) Konvertierung der bestehenden Zeitschrift in OA

Optionen für Gesellschaften mit „cash cow journals“

**Ad (1) „Hybridisierung“ der bestehenden Zeitschriften
(OA als Option für individuelle Artikel)**

= Übergangslösung, falscher Kompromiss, oder ...?

(... aber das ist eine andere Diskussion)

Optionen für Gesellschaften mit „cash cow journals“

Ad (2) Gründung zusätzlicher OA Zeitschrift („companion journal“)

**= eine erfolgversprechende Möglichkeit,
besonders dort, wo die bestehenden Zeitschriften
hohe Einreichungs- und Ablehnungszahlen
haben**

Beispiele:

Beispiel 1



Journals

Journals of the
AMERICAN PHYSIOLOGICAL SOCIETY
physiology.org

Click the links on the left to learn more about APS journals.
Click the covers below to read journal content online.



[AJP - Cell Physiology](#)



[AJP - Endocrinology and Metabolism](#)

[AJP - Gastrointestinal and Liver Physiology](#)



[AJP - Heart and Circulatory Physiology](#)



[AJP - Lung Cellular and Molecular Physiology](#)



[AJP - Regulatory, Integrative and Comparative Physiology](#)



[AJP - Renal Physiology](#)



[AJP Legacy Content](#)



[Journal of Applied Physiology](#)

[Journal of Neurophysiology](#)



[Physiological Genomics](#)



[Physiological Reviews](#)



[Advances in Physiology Education](#)



[Physiology](#)

Rank	Abbreviated Journal Title (linked to journal information)	ISSN	Total Cites	Impact Factor
1	PHYSIOL REV	0031-9333	23974	29.041
2	ANNU REV PHYSIOL	0066-4278	8246	14.696
3	J PINEAL RES	0742-3098	6136	7.812
4	PHYSIOLOGY	1548-9213	2656	5.645
5	J MAMMARY GLAND BIOL	1083-3021	2245	5.000
6	EXERC SPORT SCI REV	0091-6331	2200	4.818
7	J GEN PHYSIOL	0022-1295	8002	4.570
8	J PHYSIOL-LONDON	0022-3751	47233	4.544
9	ACTA PHYSIOL	1748-1708	2935	4.251
10	AM J PHYSIOL-ENDOC M	0193-1849	20258	4.088
11	AM J PHYSIOL-LUNG C	1040-0605	13603	4.041
12	AM J PHYSIOL-HEART C	0363-6135	32958	4.012
13	REV PHYSIOL BIOCH P	0303-4240	767	3.900
14	J CELL PHYSIOL	0021-9541	17398	3.874
15	AM J PHYSIOL-GASTR L	0193-1857	14610	3.737
16	INT J BEHAV NUTR PHY	1479-5868	3291	3.675
17	AM J PHYSIOL-CELL PH	0363-6143	18064	3.674
18	CELL PHYSIOL BIOCHEM	1015-8987	3886	3.550
19	AM J PHYSIOL-REG I	0363-6119	21416	3.529
20	J APPL PHYSIOL	8750-7587	42489	3.434



PMC ▾

 US National Library of Medicine
 National Institutes of Health

[Limits](#) [Advanced](#) [Journal list](#)

Search

[Help](#)[Journal List](#) > [Physiol Rep](#)

Physiological Reports

Open Access

Physiological Reports Vols. 1 to 2; 2013 to 2014

Vol. 2 2014	v.2(1) Jan 1, 2014	v.2(2) Feb 1, 2014	v.2(3) Mar 1, 2014
	v.2(4) Apr 1, 2014	v.2(5) May 1, 2014	
Vol. 1 2013	v.1(1) Jun 2013	v.1(2) Jul 2013	v.1(3) Aug 2013
	v.1(4) Sep 2013	v.1(5) Oct 2013	v.1(6) Nov 2013
	v.1(7) Dec 1, 2013		

 Articles from Physiological Reports are provided here courtesy of **Wiley-Blackwell**

Beispiel 2

Thieme

[Home](#) > [Catalog](#) > [Obstetrics and Gynecology](#) > **AJP Reports (Journal)**
PRODUCT TYPES

- > Books / Electronic Media
- > Journals
- > FlexiBooks
- > Online Products

CORE SPECIALTIES

- > Anatomy
- > AO Co-Publications
- > Audiology
- > Chemistry
- > Complementary Medicine
- > Dentistry
- > Dermatology
- > Internal Medicine
- > Neurology
- > Neurosurgery
- > Obstetrics and Gynecology
- > Ophthalmology
- > Orthopedic Surgery
- > Osteopathy & Manual Medicine
- > Otolaryngology
- > Pathology
- > Physical Therapy

[View Larger Image](#)
[Author Instructions](#)
[Editorial Board](#)
[Table of Contents](#)
[Online Sample Issue](#)
[Article Reprints](#)
[Online Version Available](#)**AJP Reports (Journal)**

Volume 4 (2014)
 ISSN: 2157-6998

This journal is available to read for FREE on the Thieme E-Journals platform.

Indexed In: PubMed Central


AJP Reports is an open-access companion journal to the *American Journal of Perinatology*. Available in print and online, it publishes case reports in the fields of neonatology and maternal/fetal medicine. A broad spectrum of cases is covered in each issue, ensuring that *AJP Reports* is an essential resource for those seeking a deeper insight into the pathology and treatment of a range of diseases and conditions in this field.

Aims and Scope

- To report rare or exceptional cases in neonatology or maternal/fetal medicine of wider interest to

SIGN UP FOR T-NEWS

Register to receive emails about our new releases, bestsellers, forthcoming titles, special promotions, and much more!

ONLINE BESTSELLERS

- 1 [Atlas of Anatomy](#)
General Anatomy and Musculoskeletal System
- 2 [\(THIEME Atlas of Anatomy\), second edition](#)
Anatomy - An Essential
- 3 [Textbook](#)
Medical Biochemistry - An
- 4 [Illustrated Review](#)

Effekte der Gründungen von OA „companion journals“:

- **(potentiell) zusätzliche Einkünfte für die Gesellschaft
(u.U. als Gegengewicht für sinkende Einnahmen durch
die Subskriptionszeitschrift)**
- **Gewinn von Erfahrungen mit OA**
- **Vorbereitung auf eine OA Zukunft**

Optionen für Gesellschaften mit „cash cow journals“?

Ad (3) Konvertierung der bestehenden Zeitschrift in OA

Optionen für Gesellschaften mit „cash cow journals“? (3)

Wann, unter welchen Bedingungen, würden solche Gesellschaften erwägen, solche Journals in OA umzuwandeln?

Wenn die Einkünfte vor und nach der Umwandlung – mit hoher Wahrscheinlichkeit – in etwa gleich bleiben.

Optionen für Gesellschaften mit „cash cow journals“? (3)

Nehmen wir Folgendes an:

- **Die Zeitschrift bringt der Gesellschaft €100.000 pro Jahr.**
 - **Sie publiziert 120 (Forschungs-) Artikel pro Jahr.**
 - **Realisierte APC-Einnahmen sind 80 % der Nominal-APCs.**
- ⇒ ~€1000 pro APC für die Gesellschaft, wenn der Wegfall der Subskriptionseinnahmen ausgeglichen werden soll.**

Optionen für Gesellschaften mit „cash cow journals“? (3)

Gesellschaftsanteil an den APCs:	€1000
+ Verlagsanteil an den APCs:	€1300 (PLoS One: >€1000)
⇒ Gesamt-APC einer solchen Zeitschrift:	auf jeden Fall über €2000, und wahrscheinlich deutlich darüber

Orientierungspunkt:

APCs für die PLoS „community journals“, z.B. *PLoS Genetics* oder *PLoS Neglected Tropical Diseases*, sind \$2250/€~1700 (ohne APC-Anteil für Gesellschaft!)

PS:

Annahme: APC-Einkünfte machen ca. 90 % der Gesamteinkünfte aus.

Ohne „APC-Anreiz“ für die Konversion von ertragreichen Subskriptionszeitschriften ergibt sich eine Reihe von Konsequenzen:

Einerseits: Konservierung des Status Quo (Subskriptionen bleiben Subskriptionen – so lange wie möglich/ertragreich)

Andererseits: Erleichterung des Markteintritt für Neugründungen (einschließlich “companion journals”)

Aus der Perspektive der Gesellschaften: OA bliebe eine Bedrohung.

Aus einer breiteren „Systemperspektive“: Das etablierte Modell mit Konferenzen und anderen Wissenschaftsaktivitäten, die von den Gesellschaften organisiert werden, steht in Frage.

Soweit vielen Dank, und nun zur Diskussion.

stefan.busch@biomedcentral.com

Quellen:

Folien 3-5:

[http://www.knowledgespeak.com/newsArchieveviewdtl.asp?pickUpID=19634&pickUpB
atch=2456#19634](http://www.knowledgespeak.com/newsArchieveviewdtl.asp?pickUpID=19634&pickUpB
atch=2456#19634)

Folie 11:

<http://www.the-aps.org/mm/Publications/Journals.aspx>

http://admin-apps.webofknowledge.com/JCR/JCR?RQ=LIST_SUMMARY_JOURNAL

Folie 12:

<http://www.ncbi.nlm.nih.gov/pmc/journals/2252/>

Folie 14:

[http://www.thieme.com/index.php?page=shop.product_details&flypage=flypage.tpl&pr
oduct_id=1274&category_id=25&option=com_virtuemart&Itemid=53](http://www.thieme.com/index.php?page=shop.product_details&flypage=flypage.tpl&pr
oduct_id=1274&category_id=25&option=com_virtuemart&Itemid=53)